



# California Department of Veterans Affairs

## PUBLIC NOTICE

Contact: John Ochoa  
Executive Officer, MAVM  
(916) 651-7759  
January 28, 2011

### CALIFORNIA MEXICAN AMERICAN VETERANS' MEMORIAL BEAUTIFICATION AND ENHANCEMENT COMMITTEE

#### AGENDA

February 10, 2011  
2:00 PM to 4:00 PM

California Department of Veterans Services  
1227 O Street, Medal of Honor Hall (1<sup>st</sup> Floor)  
Sacramento, CA 95814

Pursuant to Government Code Section 11125(b), items on this notice are considered items of business to be transacted or discussed.

Robert Ruiz, Chairman  
Frank Alvarez, Member  
Daniel Contreras, Member  
Daniel Morales, Member

#### General Items

Call to Order and Pledge of Allegiance  
Welcome and Introductions  
Roll Call  
Reading and Approval of January 13, 2011 Minutes

#### Speaker

Robert Ruiz  
Robert Ruiz  
John Ochoa  
John Ochoa

#### Business Items

1. Fundraising and Marketing

Robert Ruiz  
J. P. Tremblay  
Pedro Hernandez

The Committee will preview the Memorial Promotional Video: "Honoring California's Latino Veterans". Production of this video was made possible through the financial support of Salinas and Farias & Associates, Sacramento, CA.

In consultation with the Joint Rules Committee, the Committee will formally present the Memorial Beautification and Enhancement Design at the State Capitol in February (date to be announced).

**Recommended Action:**

Discussion/Informational. The Committee will direct implementation of Memorial Project marketing and fundraising plans and strategies in coordination with the comprehensive marketing plans of the California Department of Veterans Affairs.

**2. Architectural /Engineering Design Services**

Robert Ruiz  
Richard Wyatt  
Marilyn Nelson

The Department of General Services (DGS) has prepared the Preliminary Plan/Preliminary Specifications (not for construction) in consultation with Quadriga Landscape Architecture and Planning, Inc. The next steps in the design services process will be discussed.

**Recommended Action:**

Chairman Ruiz will appoint a subcommittee of two members, authorized to direct and approve the implementation of the Preliminary Plan/Preliminary Specifications (DGS Preliminary Design Project Manual/January 2011), in coordination with the California Department of Veterans Affairs and the Department of General Services.

Future Agenda Items: Any Committee member or staff desiring to place items on the agenda, or items not on the agenda, but within the purview of the Committee, may make such request.

Public Comment Period: Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, may make such request.

**Adjournment.**

The next meeting of the Committee will be held on Thursday, March 10, 2011, from 2:00 PM to 4:00 PM, at the California Department of Veterans Affairs (CDVA), 1227 O Street, Sacramento, CA 95814, Medal of Honor Hall (1<sup>st</sup> Floor). Contact: John Ochoa, Executive Officer, California Mexican American Veterans' Memorial Beautification and Enhancement Committee, 1227 O Street, Sacramento, CA 95814, (916) 651-7759, or [john.ochoa@cdva.ca.gov](mailto:john.ochoa@cdva.ca.gov).

The meeting location is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than (5) working days before the meeting to the Committee by contacting John Ochoa, Executive Officer, California Mexican American Veterans' Memorial Beautification and Enhancement Committee, 1227 O Street, Sacramento, CA 95814, (916) 651-7759, or [john.ochoa@cdva.ca.gov](mailto:john.ochoa@cdva.ca.gov).

This Public Notice is available for viewing in the California Department of Veterans Affairs lobby, at 1227 O Street, Sacramento, CA 95814, and online at [www.cdva.ca.gov/AboutUs/Meetings.aspx](http://www.cdva.ca.gov/AboutUs/Meetings.aspx).

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Note to editors: This Public Notice and previous CalVet news releases, advisories, and newsletters are available on our website at [www.cdva.ca.gov](http://www.cdva.ca.gov) and vi email from [Jaime.Arteaga@cdva.ca.gov](mailto:Jaime.Arteaga@cdva.ca.gov).